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ABSTRACT

A method, software program and computer network allow multiple users to communicate in a shared virtual environment while efficiently using available data transmission capabilities for providing to each user efficient communications access to interesting entities such as other users and generalized information. The network preferably includes a host interactivity server and multiple client computers. The method includes establishing a connection and a context between the server and each client computer and negotiating an interest expression of a client based on information relating to a subject user, and based on available bandwidth and network traffic. Transmission is, based the interest expression, then permitted to the client of interesting entities, while uninteresting entities are filtered. Transmission is then also permitted to other users having an interest in the subject user information relating to the subject user, while the information relating to the subject user is filtered from being transmitted to other users not having an interest in the subject user. Dynamic interest update information of the subject user is used to negotiate an updated interest expression. Previously interesting entities may then become uninteresting, and previously uninteresting other entities may become interesting, and likewise the client to other users, depending on the updated interest expression. Updated information relating to other entities can have a similar effect with respect to those other entities.